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U.S. Department of Agriculture

FOOD STAMP
PROGRAM



FOOD GUIDE

December 1961

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

PLENTIFUL FOODS

Turkeys

Cranberries

Apples

Pork

Broiler-Fryers

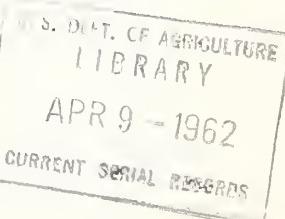
Peanut Butter

Honey

Grapefruit

Dry Beans

Vegetable Fats and Oils



ADDITIONAL FOODS

Nonfat Dry Milk

Pumpkins

Cabbage

Potatoes

Squash

Rolled Oats

TURKEYS

Supply: Marketings in December will be heavy and are expected to be approximately 14 percent over December 1960 levels.

Merchandising Hints: Make protein-rich turkeys your meat item "leader" in December to promote more storewide sales. Sell more turkeys and you'll sell more merchandise -- items appearing on this month's Food Guide list---and a wide array of other merchandise, too.

- Turkeys are being pre-sold for you. Information media in the Food Stamp Program Pilot areas are recommending a turkey meal for Christmas Day to coupon users. Since the holiday comes near the end of the month, encourage coupon patrons to place turkey orders early --- and suggest that they hold sufficient coupons in reserve to purchase a turkey and other items for the full course Christmas Day meal. "Bag stuffers" at checkout counter, good sign work or personal conversation at cash register points is the best way to alert this trade.
- Keep turkey display "chock" full of birds -- small, medium and large. Your case layout should be planned to make this selling point the show place of your store. Use market-tested P-O-P material; colorful cranberry sauce, and other natural go-with fruit and vegetable items to give display "meal-appeal" and promote that "Christmas Look."
- Pound away at turkey in your advertising. Give them a big spread in ads---and "talk turkey" in-store, too.

CRANBERRIES

Supply: Prospects are for a cranberry crop of 1,224,000 barrels, 9 percent less than last year, but 18 percent above average.

Merchandising Hints: Make the Stamp Coupon shoppers' holiday and Christmas Day meals complete by directing their attention to low-cost, colorful and zesty fresh cranberries and cranberry sauce.

- Plan your merchandising for related item selling -- home economists, local welfare groups, food page editors and others will encourage more cranberry and cranberry products purchases through recipes and menu suggestions, some of which are being directed entirely to the coupon trade.
- In addition to main fresh berry display, let these red "beauties" help you sell turkeys and broiler-fryers, red meats, seafoods, and pastry and baking ingredients, too. Wire baskets, extenders and shelf space can be used to tie in fresh berries at these "go-with" selling points.
- Use heavy traffic spot to tower-display canned cranberry sauce. While demand is heavy, you'd be wise to feature 3-for-specials. And sauce should be token displayed at all related sales points, too -- so customers can make a "spot" choice of fresh or sauce.

CRANBERRIES (cont'd.)

- . Cranberry newspaper mats are available. Tie-in fresh cranberries and sauce with your special poultry, meat and seafood item ads.

BROILER-FRYERS

Supply: December marketings are expected to be slightly below the year previous. This will follow marketings that during November will be somewhat higher than in November 1960.

Merchandising Hints: With broiler-fryers one of the best bargains in good eating available to the Stamp Coupon shopper today, grocers should use every merchandising technique possible to merchandise this item.

- . Place extra promotional emphasis on broiler-fryers during early part of the month. Load display case down and spotlight it with Christmas decorations, too. Focus attention to these birds with good selling signs -- "Christmas Budget-Stretchet" - "Good Buy" - "Fine Eating" - "Quick 'n Easy to Prepare."
- . "Whole birds," "Cut-ups" and "Select pieces" should all move well to the Stamp Coupon trade. During the "hustle and bustle" of Christmas shopping, it is likely, however, quick-and-easy "cut-ups" and "select pieces" will get the big play. Although, whole birds will again attract as the "money-saving" buy. Alternate specials on each of these offerings during the first three weeks of the month.
- . Since broiler-fryers are enjoying peak popularity, publicize these "wise buys" with headliner space in your ads---and use extra large window streamers and good "spot" advertising, too.

APPLES

Supply: The indicated production of 125,225,000 bushels for the commercial apple crop represents a 15 percent increase over last year and 12 percent above average.

Merchandising Hints: Apples are nutritions, delicious, healthful and good buys for the Food Stamp Coupon trade. Customers are being alerted to buy, so push apples energetically.

- . December is real apple "sales picking" time and both "cooking" and "eating" apples will show a sales boast. Although bulk and prepacks, too, will move in volume, "ready-to-go" prepacks will, no doubt, steal the show. Shoppers will be in a hurry and want a quick pickup so they can be on the way.
- . Space is at a premium at Christmas time. However, if you have the room, arrange to mass-display bulk and prepacks at one sales point. Now, post the trade well -- sign 'em in on the exact location of "eating" and "cooking" stocks. Highlight smaller eating apples as "stocking fillers" -- larger fruit for the "Christmas Fruit Bowl" --- and cooking apples as "Fresh Pie Making."

APPLES (cont'd.)

- . You can build extra sales by plugging "Apple Pie" -- There'll be plenty made and eaten at this season of the year. Talk "apple pie" up at your apple display spot, at the cheese counter --- and at your pie mix and "homemade" baking ingredient sections -- in fact, all over the store. Apple pie is included as a dessert on recommended menus for the Food Stamp Coupon trade.

FRESH GRAPEFRUIT

Supply: Production of grapefruit in the United States (excluding California summer crop) is estimated at 45.2 million boxes, nearly 8 percent larger than last year and 9 percent above average.

Merchandising Hints: You can bet you'll get some real sales action on good quality grapefruit reaching markets this month. Stamp Coupon shoppers need this "full-o-vitamin C" fruit to keep healthy during the cold weather ahead. Be sure they get it -- advertise it well.

- . Remember bulk bin stocks get plenty of scrutiny from customers as they shop your fruit line. Be choosy - selecting bin stocks that show well and will please the eye. Offer "pink" and "white" grapefruit in separate bins -- some distance apart. Identify two types with good display cards.
- . Mass-display prepackaged bagged fruit. Spotlight selling location with a huge price card --- and "Fresh From the Grove" sign.

HONEY

Supply: Production of honey this year is estimated at 276 million pounds, an all-time record.

Merchandising Hints: "Nature's Sweetener" and a real breakfast fortifier will be a special attraction to Christmas shoppers -- your job is to place it where it can be seen.

- . Tie-in display techniques are best. Get honey off-the-shelf and give floor display room. Feature "strained" and "comb" honey in a combination display with pancake, waffle, hot biscuit and cookie mixes to move more honey --- and these other salesmates, too. All you need at the honey display spot is a big "Hi Honey" sign to attract customers.
- . Honey will sell well at your ice cream counter -- no better topping you know. And drop off a few jars at candy-making ingredient points to make sales swell.
- . Your advertising selling theme "It's Good - and It's Good For You."

VEGETABLE FATS AND OILS

Supply: The 1961 soybean crop estimate of 710 million bushels (in oil terms 4.6 billion pounds) is 152 million bushels greater than the 1960 crop. In addition, it is estimated that approximately 800 million pounds of soybean and cottonseed oil were carried over from 1960.

Merchandising Hints: Cooking and baking gets into high gear this month -- and Mrs. Coupon Shopper will do her share.

- . For December, group cooking oils, shortening and salad oils near best related item selling points --- to afford shoppers easy selection for their Christmas baking, cooking and salad needs. Many distributors and manufacturers of vegetable fats and oils will be going all-out on promotional drives to sell their products -- they'll have special recipes for cakes, pies, confectionery treats, salads, etc. Make it a point to tie-in with their merchandising. Utilize their display material and other sales-getting pieces to make your display stand out --- and to inspire more sales.
- . Use shelf space, extender racks or wire baskets to "show" small displays of frying oils with broiler-fryers and potatoes; spot shortening at baking ingredient section; and locate salad oils along the vegetable line.

PEANUT BUTTER

Supply: The 1961 peanut crop is estimated at 871 thousand tons, about 20 percent in excess of domestic requirements.

Merchandising Hints: Delicious and nourishing peanut butter rates a big push--it will be used in every conceivable way to make eating more enjoyable during the holiday season.

- . With the peanut butter demand increasing in December, this is the time to floor-display fast-turnover one and two pound jars -- smooth and chunky, too. And to get added sales and make display more "taste-appealing," flank selling point with assorted "go-with" crackers --- and a big stock of cookie mixes, too. Then peanut oil, which many customers demand for their vegetable oil needs will be right at home displayed and offered for sale, here also.
- . Now don't forget peanut butter shelf stocks -- keep them loaded -- many customers go here through habit for their needs.

PORK

Supply: The expected increase in hog marketings resulting from the large spring crop has started to materialize, and in the December period, marketings are expected to be 8 percent above last year.

PORK (cont'd.)

Merchandising Hints: Coupon patrons, like all other customers, will be "eating high on the hog" this month, giving you heavy volume and fast turnover of a wide variety of foods -- especially pork.

- . Plan a full pork display, giving special attention to hams -- "fresh," "canned" and "country," You'll get good sales mileage if you'll "special" whole hams, halves and slices all month long. You'll be surprised at the hams you'll sell just for the Christmas Day meal.
- . Holiday time calls for hearty breakfasts, so get bacon and sausage before the trade. These two demand items move faster, show better and give you extra returns if feature displayed with eggs, ready-to-serve waffles, pancake and biscuit mixes and honey. Get 'em together for a "one stop" breakfast meal.
- . Now you've got to go "whole hog" for full returns, so give feature display and advertising attention to other pork cuts -- loin roasts; chops; spareribs; liver; picnic shoulders; crown roasts; Boston butts; etc. Recommended menu variations being suggested to coupon recipients, call for many pork cuts during December.

DRY BEANS (PEA AND PINTOS)

Supply: The Michigan crop which is primarily pea beans is estimated at 7,042,000 bags, over 700,000 hundredweight above last year and considerably above 10 year average preliminary reports on pintos indicate production will be well above last year.

Merchandising Hints: Cost wise and for good eating, these bean varieties are tops, and they make a hit with Stamp Coupon customers, too.

- . Use special floor display to feature pea beans and pintos --- and give shelf stocks a little spot advertising as well. Have your "sign man" prepare suggestion posters, "Why Not Navy Bean Soup?" and "Chili Will Taste Good Tonight." Customers will appreciate the hint.

ROLLED OATS

Merchandising Hints: Plan a two-way merchandising sales approach - the coupon user will be seeking highly nutritious rolled oats for the breakfast cereal --- and for oatmeal cookies, too.

- . Here's another item that should be off-the-shelf and featured with small displays at two naturally related item points. Spot rolled oats near your dairy department --- and near oatmeal cookie-making-ingredient section.
- . Play up the cookie making and breakfast cereal angles with good sign work at display spots --- and in your advertising scheme.

PUMPKIN

Merchandising Hints: Pumpkin is being suggested to coupon users since it is very rich in vitamin A.

- . Most of your pumpkin sales this month will be inspired by another family favorite, "pumpkin pie." Plan your merchandising accordingly.
- . Floor stack canned pumpkin. Build your display strictly around pumpkin pie-making ingredients. This combination display doesn't require much room. A suggestion sign --- "Pumpkin Pie Makes An Ideal Christmas Dessert" will promote volume sales.

SQUASH

Merchandising Hints: Fresh squash is also being included in suggested menus to stamp recipients for its good source of vitamin A and to lend variation to meals.

- . Focus attention to squash in your produce row -- encourage the coupon trade to buy. Display onions next to your squash bin. Preparation pointers being directed to coupon recipients include this combination. And here's your chance for a two-way sale.

CABBAGE

Merchandising Hints: Highly nutritious -- and full of vitamin C -- cabbage should fit right into the coupon shopper's meal planning. It's an economical buy, too.

- . With fresh vegetable varieties fewer at this time of year, cabbage is the perfect item to suggest to the coupon trade. Cabbage slaw and apple salad is being suggested to customers for the Christmas Day meal.
- . Spotlight cabbage all month long. "Corned Beef and Cabbage" is always a good sales combo---and "cole slaw" is a must on every family table. Plug these uses in your overall advertising plan.

POTATOES

Merchandising Hints: Potato supplies are heavy --- and with the infinite ways "spuds" will be used this month -- your sales can be heavy, too.

- . You'll be wise to spotlight all potato products during December -- bagged, bulk, frozen, canned, dehydrated, etc.
- . Every shopper that enters your store should purchase potatoes once this month and your bagged stocks should lead the sales way. Mass-display prepacks as close to checkout counter as possible -- shoppers will need plenty of cart room before they get to the end of the line.
- . Keep bulk bin stocks well filled -- small quantity purchasers and "pickers" will stop here. Don't forget to call attention to your other potato products to create greater demand this month, too.

NONFAT DRY MILK

Merchandising Hints: Economical and all purpose nonfat dry milk will be sure to catch the Stamp Coupon housewife's eye. It is being highly recommended to coupon shoppers as a "wise buy" --- and many recipes and cooking hints are being passed along to this trade to inspire more nonfat dry milk use --- and more sales for you.

- Floor-display both large and small packaging with "spot" sign work to stress nonfat dry milk as the "All Purpose Economy Buy."
- Food page editors will be playing up the baking and cooking possibilities of nonfat dry milk --- and your distributor should have some handout recipes, and other selling pieces to help you with your selling job.

A F O O D G U I D E M E N U S U G G E S T I O N

F O R

- - - C H R I S T M A S D I N N E R - - -

Choice of Meat:	Turkey or baked ham or fried chicken w/dressing and cranberry sauce)
Vegetables:	Mashed potatoes and gravy Baked squash with onions
Salads:	Apples and cabbage slaw or fresh grapefruit salad
Breads:	Hot biscuits or rolls w/honey and margarine or butter
Choice of Dessert:	Pumpkin or apple pie or peanut butter oatmeal cookies

HANDY POSTER FOR GROCERS

1. Remove this sheet
2. Cut along line
3. Post food list on lower half of this page on your front store window or at an easy view spot in the store.



FOOD STAMP COUPON SHOPPERS

WISE BUYS FOR DECEMBER

TURKEYS

CRANBERRIES

**BROILER-
FRYERS**

APPLES

**FRESH
GRAPEFRUIT**

HONEY

PORK

**VEGETABLE
FATS and OILS**

**DRY
BEANS**

POTATOES

PUMPKIN

SQUASH

CABBAGE

**NONFAT
DRY MILK**

**ROLLED
OATS**

**PEANUT
BUTTER**

